

UK
TRADE &
INVESTMENT



DEVELOPING YOUR INTERNATIONAL TRADE POTENTIAL

Time to export

Part of the UK Government's portfolio of Solutions for Business

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HOW WE CAN HELP YOU

UK Trade & Investment (UKTI) can help you rise to the exciting opportunities and challenges that globalisation offers. We work with UK-based businesses to ensure their success in international markets.

Benefits:

- Tailored overseas market intelligence to facilitate international business development
- Access to information, contacts, advice, mentoring and support from UKTI staff at home and overseas in our network of embassies, consulates and offices in 96 markets
- Access to major buyers, governments and supply chains, and opportunities to explore new markets via overseas market and country visits
- Practical – financial support for participation in selected overseas trade fairs
- Website information and email alerts highlighting the latest and best business leads, including major international contracts, joint ventures and partnerships

ABOUT UK TRADE & INVESTMENT

UK Trade & Investment is the Government department that helps UK-based companies succeed in the global economy.

We also help overseas companies bring their high quality investment to the UK's dynamic economy – acknowledged as Europe's best place from which to succeed in global business.

UK Trade & Investment offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

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Support for New Exporters – Export Development Programme

Through a range of unique services, including participation in outward missions and provision of bespoke market intelligence, UKTI can help you to grow your business in international markets.

Benefits for your business:

- A free export readiness check to objectively assess your business and its capacity to export. Assistance to improve your export marketing, administration, documentation and cultural awareness, and training to increase profitability.
- Tailored overseas market intelligence to help you research demand for your product or service before visiting a potential overseas market, saving you time and money.
- Practical financial support available in matched-funding.
- Access to information, contacts, guidance, mentoring and support from UKTI staff at home and overseas in our network of embassies, consulates and offices in 96 markets.
- Access to major buyers, governments and supply chains, and opportunities to explore new markets via overseas market and country visits.
- Quality training, customised and subsidised workshops looking at specific markets and sectors, together with expert-led courses on topics such as appointing and managing agents and distributors, branding and marketing, intellectual property and contracts and payments, all tailored to your export plan.
- Website information and email alerts highlighting the latest and best business leads.

Kat Maconie Ltd

Kat Maconie – designer and owner behind the contemporary footwear brand of the same name – launched her first collection in autumn 2009, having spotted a gap in the market for designer quality shoes at an affordable price point. Before UKTI got in touch, Kat realised she had no idea what support, financial and otherwise, was available to smaller companies, looking to grow their sales overseas.

She arranged a meeting with Erik Childerhouse, UKTI London International Trade Adviser (ITA), who suggested she sign up to the Export Development Programme (EDP) for new exporters. This provided Kat with an objective assessment of her business, the support of an ITA, and up to £1,000 of financial assistance, as well as other benefits.

Kat Maconie says:

“Through the EDP I met Erik every couple of months; and found him really helpful and supportive. He gave me constructive advice and ideas; evaluated my strategies, and was always positive.”

“I was surprised about the support available to a small business like mine – it was extremely helpful. I received financial and business support to attend PURE London, where I took a £3,000 order from Ireland on my first day. I was also introduced to buyers I didn’t even know existed. When you’re a small business you won’t necessarily be granted an appointment with high-profile buyers, but they will see you as part of a show like PURE.”

Following a UKTI London market visit to Japan, she secured a deal with a leading fashion shoe distributor. She said: “This trip also meant I was introduced to buyers from the large department store Isetan who are interested in taking my label next season as well as to importers who will introduce my brand to their clients.”

“To increase orders, I needed more international customers. Previous to working with UKTI on the EDP, I was only selling in Japan. I am now selling into many countries, including South Korea, USA, Sweden, Croatia, Canada and Holland, and my turnover has increased by over 200 per cent.”





Passport to Export

UK Trade & Investment's flagship service, Passport to Export, is a programme of support that will help you identify, understand and make the most of your international business opportunities.

A London International Trade Adviser (ITA) will work closely with you to develop an action plan, based on your objectives and resources. UKTI will then provide practical support and some financial assistance for you to implement this plan.

Benefits for your business:

- Up to six days advice from a London ITA to identify your business needs and develop your company's export strategy
- Advice on improving your export marketing, administration, documentation, cultural awareness and training to increase profitability
- Advice on how to research demand for your product or service before visiting a potential overseas market, saving you time and money
- Workshops to develop your export skills and cultural awareness

Shadow Robot

London-based robotics pioneer Shadow Robot produces a robotic hand that replicates all 24 movements of the human hand and has been used by NASA's Robonaut Group 'to inspire their engineers'. The technology can also perform precision tasks in hazardous or hard-to-reach areas and in state-of-the-art bomb disposal and space exploration.

The company approached UKTI with a view to increasing international sales of the technology and signed up to the Passport to Export scheme to secure assistance and support overseas.

Technical Director Richard Walker says:

"Our UKTI London International Trade Adviser, Sabe Tibbitts, gave us substantial help and invaluable advice on the basics of trade for export, and was able to put us in touch with key 'people on the ground' in countries where we needed to seek professional assistance and support. She has consistently gone the extra mile to find us the right people to talk to in countries where we have no presence.

"An excellent example of this was informing us about the UK trade mission to Japan, during which we were able to investigate a local distributor and to identify a suitable patent attorney. Through her introducing us to the Passport to Export programme, we were able to visit workshops in the US that led directly to prestigious business with NASA and Carnegie-Mellon University."

UKTI London International Trade Adviser Sabe Tibbitts says:

"The team at Shadow Robot is dedicated to the unique technologies it has pioneered – my aim has been to give the company access to wider international opportunities through UKTI's global network and the advice and support available here in the UK. This is already showing positive results, and the company is growing fast in new overseas markets."





Gateway to Global Growth

Gateway to Global Growth is a programme for experienced exporters offering a strategic review, planning and support to help grow your company's business overseas, tailored to your needs and experience.

The 12-month programme offers a single route to a wide range of guidance and support from UKTI and other organisations, to prepare your company for a new level of international success.

Following a strategic review with an experienced International Trade Adviser, an action plan will be formulated. This may include support from UKTI services and those offered by other public or private sector organisations.

Benefits for your business:

- Proactive international trade support, research and impartial advice coordinated by an International Trade Adviser, focused on your individual business needs, to solve existing export problems and overcome barriers to trade
- Access to a wide network of information and support from public and private sources, including online information from the UK Advisory Network website: www.ukan.ukti.gov.uk
- Access to a tailored programme of export training
- Strategic development and an action plan geared to your company
- Access to UKTI's existing support programme

- Signposting to other support for your business
- Networking opportunities at events and online
- Access to prevailing concessions, subject to eligibility and availability

All concessions are allocated by UKTI London International Trade Advisers.

Eligibility

To take part in the Gateway to Global Growth programme, companies must:

- Have been exporting for 2-10 years
- Have annual sales less than 50 million Euros
- Have fewer than 250 employees
- Have a London-based registered office (32 London boroughs and the City)
- Be defined as innovative in strategy, as defined by an International Trade Adviser

The programme is by invitation only via an International Trade Adviser, who will decide if a company is eligible for support before being accepted on to the Gateway to Global Growth programme.





Export Marketing Research Scheme

Understanding your target market is essential to developing a successful market entry strategy. There is no better way to do this than spending time in the market, learning from your potential customers what their needs, buying behaviours and attitudes to new suppliers are.

Our Export Marketing Research Scheme gives you the opportunity to do market research in a structured way.

Companies with fewer than 250 employees may be eligible for a grant of up to 50 per cent of the agreed cost of market research projects.

Carry out research on topics such as:

- Market size and segmentation
- Regulations and legislation
- Customer needs, usage and attitudes
- Distribution channels
- Trends
- Competitor activity, strategy and performance

Piatonna

California was identified by Director Max Harrison as having the right market profile for luxury handbag manufacturer Piatonna's expansion into the US market, due to its high concentration of retail outlets and a wealthy consumer base with a keen interest in fashion.

The company was keen to check out the market's true potential and used the Export Marketing Research Scheme for support in carrying out a detailed field research study.

Piatonna Director Max Harrison explains:

"Without the help of the Export Marketing Research Scheme I doubt that a small company like ours would have been able to fund a research trip on this scale.

"In addition to the funding, we received advice on structuring the research trip, arranging interviews and analysing our findings. The information we uncovered has been invaluable. We discovered that it is essential to develop strong personal relationships with stores.

"This has led us to take a far more focused approach and to set our sights on eight to ten stores rather than our initial estimate of 50. We were pleased to ascertain that we don't need to alter our designs or processes.

"Crucially, too, we discovered that many US buyers will not travel to fashion shows in Europe, therefore, the New York fashion shows are imperative if you want to sell in the US."



Export Communications Review

The Export Communications Review provides advice tailored to the specific needs of your company to help you understand and deal with linguistic and cultural differences when doing business abroad.

The review can help you to identify gaps and issues in your marketing communications.

Our advisers recommend practical measures to maximise the effectiveness of your communications with your overseas customers to ensure that you get the right messages across in the most cost-effective way.

Benefits for your business:

- An on-site assessment of the way your company currently communicates with its export markets. This typically includes a review of your company's website, written materials, personal meeting with customers or agents/distributors and general administrative issues that may arise
- A written report, detailing your current communications strategy with overseas customers, suggesting areas where you could increase profitability by adapting these communications
- Impartial and objective advice on language and cultural issues to improve your competitiveness in existing and future export markets



Ming Foods Ltd

Ming Foods Ltd is an innovative London-based thin pastry manufacturer, specialising in crispy duck pancakes, spring rolls, samosas and other snacks.

Managing director Sam Duong approached the UKTI stand at the World Food Market to discuss the company's overseas potential.



After speaking to London International Trade Adviser Rob Furse, Sam decided to take the first steps towards exporting and, as part of UKTI's Passport to Export programme for new and inexperienced exporters, decided to undertake an Export Communications Review.

Sam cites the objectivity of the ECR as its principal advantage. The review emphasises the importance of translating product specifications and price lists into the language of the target market.

Sam says: "Through Rob Furse, UKTI provided a handrail, guiding us, as a young company, to acquire the experience and competence needed to deal with an international market, beyond the cultural connections that the company already had.



"We found the advice and encouragement provided, and the networking opportunities afforded to us via functions and events, invaluable."



Overseas Market Introduction Service

Through the Overseas Market Introduction Service, the London team puts you directly in touch with Trade Officers in British Embassies and Consulates, who can provide country and sector-specific business advice for your company, as well as offering support during your visit to an overseas market.

Kick start your success in world markets

Accurate and up-to-date market information is crucial to the success of your product or service in any new market. UKTI offers a range of services designed to provide you with the data and market intelligence you need to evaluate new markets effectively and approach them with confidence. It can also facilitate market visits and introductions to potential partners and other key contacts in those markets.

The service is commissioned and delivered online, giving you a direct link to our network of local experts overseas, with fast access to reports and advice, and allowing you to keep in touch wherever you are. The service allows you to:

- Assess the demand for your product overseas prior to a market visit
- Pinpoint the best route to market for your product/service
- Access potential contacts or partners in a target market
- Secure local market introductions, e.g. to Chambers of Commerce and Trade Associations in the areas and sectors you are interested in
- Use our overseas offices to support your business needs, e.g. to launch a product or service with help from an Ambassador to attract local media attention or use a residence for a networking event

Avanti Communications

Avanti Communications, the UK's only fixed satellite operator, and one of only eight in Europe, has used a tour of British embassies to help launch its first Europe-wide satellite, HYLAS One.

Avanti approached UKTI in order to access overseas markets and, on the advice of International Trade Adviser Ian Paterson, embarked on a series of events at overseas embassies in 12 different markets through the Overseas Market Introduction Service

Utilising the embassy's resources, Avanti attracted intermediaries, distributors, agencies and press in each market.

Avanti CEO David Williams says:

"UKTI is the only central point you can go to if you want to talk to anyone in Europe – contacts, embassies and trade representatives everywhere. It makes a real difference when you can send out invitations that say 'The British Embassy invites you'.

"UKTI's 'political clout' has proved very important during these visits. The venues used included several Ambassadors' residences and the British Ambassador's Palace in Rome, whose high-class factor was a big part of making the evenings successful."

"It was great to have a UK contact, Ian Paterson, who knows everyone and could guide us as to the relationships we were planning. Ian provided information and introductions and made contact with people after the events. He also raised issues that needed sorting out. The Overseas Market Introduction Service fleshed out our initial research, as second-hand research can never be as good as having intelligence direct from someone in the country".





Tradeshow Access Programme

The Tradeshow Access Programme helps companies exhibit at international trade shows with a view to increasing export recognition and sales.

Exhibiting at trade shows overseas can be expensive and time-consuming but, handled effectively, it can provide your business with valuable opportunities for establishing contacts with buyers, agents, distributors and customers, raising a company's profile and testing new markets.

Financial support is available to help London companies exhibit at trade shows overseas as part of a group or on an independent basis.

You can participate in an overseas trade show independently or as part of a group led by an Accredited Trade Organisation.

RDA Organic

RDA Organic is an innovative, London-based juice company whose range of 100 per cent Soil Association-certified organic juices and smoothies are free from added sugar, water, preservatives and concentrates.

Director Patrick O'Flaherty looked to UKTI for assistance to exhibit the company's new range of pure organic fruit drinks at SIAL 2008, using the Tradeshow Access Programme.



RDA Organic Director Patrick O'Flaherty says:

"We are delighted to have been able to promote our new kids range with the help of UKTI's Tradeshow Access Programme.

"This new product highlights RDA's commitment to innovation and producing quality, healthy and tasty products for all ages. The interactive nature of the pack and its playful design have appealed to both children and their parents and we are delighted with the result.

"SIAL was a great platform for us to introduce RDA Organic to international markets."



London International Trade Adviser
Rob Furse says:

"SIAL 2008 gave UKTI London a great opportunity to showcase some of the capital's most exciting food & drink companies, on the biggest international stage.

"UKTI is proud to have helped to promote RDA Organic's innovative new juice range as part of our stand at SIAL. Their presence created a real buzz around the show and saw them shortlisted for Best British Product.

"UKTI will be working closely with RDA Organic to follow up on the interest generated at SIAL from some of Europe's leading multiple retailers."

Market Visit Support

UKTI support a range of market visits every year to a wide variety of overseas markets to allow London companies to test foreign markets. UKTI provide financial support for small and medium sized enterprises attending a UKTI-supported market visit.

Eligibility

To receive financial assistance, participants must:

- Be small to medium sized enterprises, eligible for UKTI services
- Must not have proactive exports (sales to overseas customers) exceeding 10 per cent; or overall exports exceeding 25 per cent of turnover
- Have been exporting for less than 10 years
- Be working with an ITA or equivalent on some form of trade development activity

Companies can also apply for a subsidy if:

- They are new to the market they are visiting, which may be any market where UKTI has a presence
- They are novice exporters; businesses whose exports have not yet taken off as a proportion of turnover; and “born globals”, i.e. very young companies who have been exporting substantially since their inception

Companies may make a total of six subsidised visits over their lifetime but may not visit one market more than twice.

This support can also be used for overseas visits that may not necessarily always be part of a large group, but which form part of your agreed action plan with an adviser.

Trans4mation Agritech Director Dr Sample

Croydon-based Trans4mation Agritech Ltd (T4M) has negotiated an impressive 25-year contract to grow rice in Nigeria, using innovative Vietnamese rice-growing techniques, and is finding joint venture partners with the help of UKTI.

The project will give the UK a share of the worldwide rice industry by adapting 30,000 hectares of land in the Niger Delta for mechanised farming for large-scale commercial rice, cassava and other associated crop production and processing. The project has also been welcomed by the Niger Delta Development Commission (NDDC), as it will contribute to food security, employment creation and sustainable development for all nine Niger Delta States of the Federal Republic of Nigeria.

Group Operations and Development Director Dr Sample Ibemerum says:

“Rice knows no boundaries! On behalf of T4M I’d like to say thank you to the UKTI London International Trade Team. I’d also like to extend my thanks to all UKTI Embassy staff in Nigeria, and in Ho Chi Minh City and Hanoi in Vietnam, for all their support, guidance and advice, and for making our trade mission to Vietnam a success. Our first trade mission was so successful we are planning a second, and are hoping to access markets in Poland, the Czech Republic and Bulgaria with UKTI’s help.”

London International Trade Adviser Bryan Treherne says:

“The project represents a landmark achievement for a UK company, and it has been a pleasure working with such an enthusiastic company, who know what they want to achieve and go all out to reach their objectives. It confirms that UK companies are very capable of trading internationally.”



Useful contacts and further publications

The UKTI website is unique, offering free, up-to-date country overviews provided by our staff based around the world; details of UK Government support for overseas and UK-based events; and contact details to help you navigate our global network.

Daily sales leads direct to your inbox

UK Trade & Investment, with our team of global expert advisers, deliver timely Business Opportunities, across all sectors and in over 96 markets. To benefit from this free internet-based service, register your business on our website and be alerted by email when new business opportunities are published.

Website: www.ukti.gov.uk/london

www.youtube.com/UKTIWeb

<http://blog.ukti.gov.uk>

www.twitter.com/ukti_london

www.linkedin.com (select UK Trade & Investment Group)



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